

## Ethical Investment

CAF Research commissioned NOP Solutions to conduct a survey of the general public in April 2001. 2000 adults, chosen to be representative of the British public, were questioned about their attitudes towards ethical and socially responsible investment, and who they thought should be investing their funds in this way.

The results showed that over 30% of the general public believed that charities, above all other organisations, should invest their funds in an ethically responsible way. Sixteen percent believed that churches should invest ethically, just 3% more than the 13% who believed that companies should invest ethically. By comparison, less than 10% believed that individuals should invest ethically.

The results also showed that women are more likely to believe that charities should invest ethically than men. Men are more likely than women to believe that companies and churches should invest ethically.

<b>SEX</b>	<b>Total</b>	<b>Male</b>	<b>Female</b>
	<b>%</b>	<b>%</b>	<b>%</b>
Companies	13	15	11
Charities	33	29	36
Churches	16	19	14
Individuals	7	6	8
None of these	11	13	9
Don't know	20	17	22

Younger people (16-24 year olds) are the most likely age group to believe that charities and companies should invest ethically:

<b>AGE</b>	<b>Total</b>	<b>16-24</b>	<b>25-34</b>	<b>35-44</b>	<b>45-54</b>	<b>55-64</b>	<b>65+</b>
	<b>%</b>	<b>%</b>	<b>%</b>	<b>%</b>	<b>%</b>	<b>%</b>	<b>%</b>
Companies	13	19	12	15	15	12	7
Charities	33	38	34	28	36	33	31
Churches	16	15	13	16	18	21	17
Individuals	7	8	10	5	8	2	7
None of these	11	6	15	14	7	11	12
Don't know	20	14	16	23	17	20	25

In general those in the highest social class group (AB) are most likely to believe that all the entities mentioned should invest ethically. The exception was companies - the AB was the least likely to believe that companies should invest ethically.

<b>CLASS</b>	<b>Total</b>	<b>AB</b>	<b>C1</b>	<b>C2</b>	<b>DE</b>
	%	%	%	%	%
Companies	13	11	15	14	12
Charities	33	35	34	31	33
Churches	16	28	20	9	12
Individuals	7	10	7	6	5
None of these	11	6	9	18	11
Don't know	20	11	16	22	26

### Attitudes towards ethical investment and giving to charity

Over 40% of people said that they would prefer to support charities which invest ethically. A further 14% said that they are only prepared to support charities investing in this way, suggesting that this issue may be a major decider in the future of personal philanthropy. Men and women appear to feel similarly about this issue.

Still thinking about ethical investment, which one of the following statements most closely represents your views regarding ethical investment?

<b>SEX</b>	<b>Total</b>	<b>Male</b>	<b>Female</b>
	%	%	%
It makes no difference to my support whether charities invest in an ethical way or not	31	32	30
I would prefer to support charities who invest in an ethical way	41	40	41
I only support charities who invest in an ethical way	14	14	14
Don't know	15	15	15

There were some interesting age differences in opinion, however. The youngest and oldest people appear least affected by a charity's investment policy when deciding whether or not to give to a charity. The middle age groups (25-54) appear most affected by this issue, and are most likely to take it into account when giving or deciding not to give.

Still thinking about ethical investment, which one of the following statements most closely represents your views regarding ethical investment?

<b>AGE</b>	<b>Total</b>	<b>16-24</b>	<b>25-34</b>	<b>35-44</b>	<b>45-54</b>	<b>55-64</b>	<b>65+</b>
	%	%	%	%	%	%	%
It makes no difference to my support	31	33	21	27	28	31	44

whether charities  
invest in an ethical  
way or not

I would prefer to support charities who invest in an ethical way	41	36	48	42	48	41	29
I only support charities who invest in an ethical way	14	14	14	19	15	11	9
Don't know	15	17	17	12	9	17	17

The higher social class groups (AB, C1) appear more concerned about charities' investment policies than other groups (C2, DE)

Still thinking about ethical investment, which one of the following statements most closely represents your views regarding ethical investment?

<b>CLASS</b>	<b>Total</b>	<b>AB</b>	<b>C1</b>	<b>C2</b>	<b>DE</b>
	%	%	%	%	%
It makes no difference to my support whether charities invest in an ethical way or not	31	28	27	33	34
I would prefer to support charities who invest in an ethical way	41	49	46	41	32
I only support charities who invest in an ethical way	14	19	17	11	10
Don't know	15	4	11	16	24